

Press Release

Hong Kong Creative Tourism Project #ddHK introducing new Placemaking and Community Activations from March

Innovative designs forge Wan Chai District as Hong Kong’s creative neighbourhood, connecting creativity and the city’s rich history

(Hong Kong, 20 March, 2019) Design District Hong Kong (#ddHK) is presented by the Tourism Commission, organised by Hong Kong Design Centre, and with the support of strategic partner Hong Kong Animation & Comic Federation for all programming related to local comics. Pre-launched last December, the 3-year Creative Tourism Project has six brand new #ddPlace activations with the theme “Pop! Get Inspired at Every Turn” starting from March, Hong Kong Arts Month. #ddHK will collaborate with creative partners One Bite Design Studio and HKwalls to inspire Hong Kongers and its visitors to discover and appreciate creative design collaborations, encourage multi-functional use of public spaces and develop connections with the community deep-rooted in artistic placemaking through a series of design forms.

“Echoing the government’s sentiment towards developing cultural and creative tourism in Hong Kong, #ddHK aims to position Wan Chai as the vibrant hub of creativity situated in the heart of Hong Kong, through the integration of creative designs in community spaces. We are thrilled to introduce a series of six new activations conceptualised by local and international art and design talents. We believe the activations will further develop the district of Wan Chai as an open-air design district gallery, welcoming both Hong Kongers and tourists to engage in the rich culture and history of the city in a new and unconventional way,” says Professor Eric Yim, Chairman of Hong Kong Design Centre. “#ddHK continues to centralise designs through a curated platform dedicated to appreciating Hong Kong’s creativity, while encouraging versatility in the use of public spaces through a series of research-based placemaking installations.”

#ddPlace - #ddHK’s new placemaking activations on display from Hong Kong Arts Month 2019:

<p>“#ddExperience” and “#ddGathering” at Fleming Road Garden 27 March – 31 May 2019</p>	<p>Curated and designed by One Bite Design Studio, “#ddExperience” and “#ddGathering” will feature large scale outdoor installations which encompass multi-functional public furniture sets at Fleming Road Garden, with the aim to attract visitors and encourage regular users to enjoy the public spaces and to explore new activities around the neighbourhood.</p> <p>Derived from the project name #ddHK, the interactive pavilion “#ddExperience” is designed to reconnect people with the public spaces through unique function of each installation piece, leading public to enjoy the place with a new angle. In collaboration with Department of Architecture of the Hong Kong Design Institute, “#ddGathering” showcases the beauty of Chinese characters by transforming the basic strokes into 10 public furniture with functional designs.</p>
--	---

<p>“#ddWalk” at O’Brien Road Footbridge 27 March – 23 June 2019</p>	<p>O’Brien Road Footbridge is one of the Hong Kong’s busiest footbridges. In reimagining the public space, #ddWalk will draw reference from Hong Kong’s seasonal changes to create a colourful and vivid experience along the footbridge, bringing nature closer to urban landscape, as well as adding a new dimension for viewers and visitors to engage with on their everyday commute. The graphic design set-up has started from 12 March 2019, Tuesday.</p>
<p>In partnership with Hong Kong Tramways “#ddSmile” at Luard Road and O’Brien Road Tram Stop 23 March – late September 2019</p> <p>“#ddFresh” Johnston Road Tram Lane 23 March – late April 2019</p>	<p>In partnership with Hong Kong Tramways, the tram stops at O’Brien Road and Luard Road in Wan Chai will present “#ddSmile”, a creative graphic design that showcases the queue direction with the use of smiley-face stickers, and demonstrates how design helps in daily life. The tram lane that connects the east and west side of Wan Chai will be covered in green paint to display “#ddFresh,” a revitalised new appearance to promote road safety for both drivers and road users. The tram lane painting will start from 16 March 2019, Saturday.</p>
<p>“#ddPaintHKWALLS” in Wan Chai, in partnership with HKwalls 23 March 2019 – February 2021</p>	<p>In partnership with HKwalls, #ddHK will present “#ddPaintHKWALLS” in Wan Chai, in collaboration with a roster of highly acclaimed local and overseas mural artists to create over 30 mural painting on the walls of public and private buildings, including Morrison Hill Swimming Pool, Morrison Hill Ambulance Depot, VTC Tower and more. The full artist list will be announced soon.</p> <p>The mural on the three panels at O’Brien Road tram stop will feature a Triptych of Dragon from now till 31 March 2019 . “Dragon” has long been a representative totem for traditional Chinese culture and is seen in Hong Kong culture such as the Fire Dragon Dance in Tai Hang. Inspired by the temples and “dragon culture”, Rich Phipson, a tattoo artist from South Africa, creates his signature glyphs icon by simplifying the outlines of these icons and merges in his tattoo works.</p> <p>Kui Wong, also known as <i>The Plumber King</i>, is invited to specially design a tram that showcases his signature hand-painted advertisements on the city. The tram will be in service from 26 March to 25 April 2019.</p>

#ddPlace connects the public and community through human-centred, functional and playful designs. The placemaking project aims to showcase the local creativity through the combination of history and culture, while creating new perspective to explore. Tourists visiting from around the world will be able to discover and be inspired by the different facades of Hong Kong with #ddHK.

Other previously launched #ddPlace activations include “#ddDoodles”, typographic designs at Kong Wan Fire Station, “#ddSharing”, road paving graphics at signature locations in Wan Chai will be exhibited until February 2021. For #ddSpecial an Augmented Reality digital art named HKACT! Act 1 BeHere by Masaki Fujihata, produced by the Osage Art Foundation, to bring to life old Hong Kong memories from the 1940s and 70s, is available on view till May 2019.

#ddSpecial: “HKACT! Act 1 BeHere”

<p>“HKACT! ACT 1 BeHere” in Wan Chai, in partnership with Osage Art Foundation 1 December 2018 – late May 2019</p>	<p>Designed by Japanese new media artist Masaki Fujihata, “HKACT! Act 1 BeHere” integrates Augmented Reality (AR) technology to recreate the 1940-70s old Hong Kong. Public can view these AR images and 3D virtual characters through a mobile app at 10 BeHere actual locations in Wan Chai such as Blue House, Stone Nullah Lane Garden, Wan Chai Gap Road Playground, Old Wan Chai Post Office and more. BeHere interweaves history, design and technology to lead people to experience a time-spaced journey in real life.</p>
---	---

Notes to Editors: Details of each #ddPlace will be updated shortly.

-END-

For updates about #ddHK, please visit:

Facebook: www.facebook.com/designdistricthk

Instagram: www.instagram.com/designdistricthk_ddhk

Images:

High-resolution images can be downloaded here:

Link: <http://gallery.sinclaircomms.com/>

Password: talkofthetown



Caption: “#ddWalk” graphic design at O’Brien Road Footbridge



Caption: “#ddWalk” graphic design at O’Brien Road Footbridge



Caption: #ddDoodles typographic design installation at Kong Wan Fire Station



Caption: #ddSharing road paving graphics at Hong Kong Arts Centre



Caption: #ddSharing road paving graphics at Stone Nullah Lane



Caption: #ddSpecial: "HKACTION! Act 1 BeHere"



Caption: Triptych of Dragon at O'Brien Road tram stop

About Design District Hong Kong (#ddHK)

Design District Hong Kong (#ddHK) is a 3-year creative tourism project (2018/19-2020/21) curated as an "open-air design district gallery" to boost Wan Chai and Sham Shui Po as the vibrant hub of creativity in the heart of the city. Through a series of creative designs and street events, the project familiarises visitors with an authentic experience of Hong Kong with their original design concepts, traditional craftsmanship, distinct architecture, district characteristics and unique stories presented by a cluster of creative modes along the old Wan Chai coastline in the 1840s that spreads from south to north, east to west. The project also has a focus on promoting Sham Shui Po as a fashion and design base of Hong Kong.

Presented by Tourism Commission and organised by Hong Kong Design Centre (HKDC), with Hong Kong Comics & Animation Federation (HKCAF) as Strategic Partner (on programme or work related to local comics), #ddHK is a fantastic blueprint for visitors and public to explore the city in a brand new way, it also aligns HKDC's public mission to promote future betterment of the society and community resilience through design. The key deliverables include: #ddSpecial, #ddPlace and #ddMotion.

About Hong Kong Design Centre

Hong Kong Design Centre (HKDC) was founded in 2001 as a strategic partner of the HKSAR Government in establishing Hong Kong as centre of design excellence in Asia. HKDC continues its public mission to promote wider and strategic use of design and design thinking to create business value and improve societal well-being. Our initiatives are anchored by five major work directions: **CONNECT, CELEBRATE, NURTURE, ADVANCE and ENGAGE.**

HKDC's flagship programmes include Business of Design Week (since 2002) – Asia's leading annual conference and event on Design, Innovation and Brands; DFA Awards (since 2003) – a widely recognised design awards that celebrates outstanding designs with Asian perspectives; Design Incubation Programme (since 2012) and Fashion Incubation Programme (since 2016) – 2-year incubation programmes to nurture 4 future design and fashion entrepreneurs; FASHION ASIA HONGKONG (since 2016) – a fashion initiative combining conversations, interactions and cultural exchanges to energise the city's image, and position it as an Asian hub for fashion trade and business development; Knowledge of Design Week (since 2006) – an annual thematic design knowledge sharing platform that explores how design can solve complex challenges of our society.

For more information, please contact Sinclair at (852) 2915 1234:

Jane Li | jane@sinclaircomms.com | (852) 6399 7421
Vivian Tsang | vivian@sinclaircomms.com | (852) 9509 0023